

Claims:

1. A method for accessing a personalized content on a home page hosted on a web site comprising:

receiving a request from a user to accessing a personalized home page on said web site;

presenting a page to the user for receiving identification information;

determining if said received identification information corresponds to an account on said web site; and

presenting a web page to said user containing personalized content corresponding to said user if said received identification information corresponds to an account on said host web site.

2. The method of claim 1 wherein said personalized content includes at least one category of desired information.

3. The method of claim 2, wherein said personalized content further includes at least one subcategory of information associated with said at least one category.

4. The method of claim 3, wherein said personalized content includes at least one keyword for searching information contained within said host web site.

5. The method of claim 4, wherein said home page presents information resulting from a keyword-based search.

6. The method of claim 1, wherein said identification information includes a password.

7. The method of claim 1, wherein said identification information includes a user ID.

8. The method of claim 1, wherein said user ID comprises an email address.

9. The method of claim 1 wherein said personalized content includes at least one non-textual item.

10. The method of claim 1 wherein said personalized content includes at least one graphical image.

11. An apparatus for accessing a personalized content on a home page hosted on a web site comprising:

a web site configured to host a user home page corresponding to a user account, said web site being further configured to:

receive a request from a user to accessing a personalized home page on said web site;

present a page to the user for receiving identification information;

determine if said received identification information corresponds to an account on said web site; and

present a web page to said user containing personalized content corresponding to said user if said received identification information corresponds to an account on said host web site.

12. The method of claim 10 wherein said personalized content includes at least one category of desired information.

13. The method of claim 11, wherein said personalized content further includes at least one subcategory of information associated with said at least one category.

14. The method of claim 12 wherein said personalized content includes at least one keyword for searching information contained within said host web site.

15. The method of claim 13, wherein said home page presents information resulting from a keyword-based search.

16. The method of claim 10, wherein said identification information includes a password.

17. The method of claim 10, wherein said identification information includes a user ID.

18. The method of claim 10, wherein said user ID comprises an email address.

19. The method of claim 1 wherein said personalized content includes at least one non-textual item.

20. The method of claim 10 wherein said personalized content includes at least one graphical image.